



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/509,771	03/21/2005	Paul Rowland Beardow	6257-32202	2156
35690 7590 07/20/2009 MEYERTONS, HOOD, KIVLIN, KOWERT & GOETZEL, P.C. P.O. BOX 398 AUSTIN, TX 78767-0398				
EXAMINER CRAWLEY, TALIA F				
ART UNIT 3687		PAPER NUMBER		
NOTIFICATION DATE 07/20/2009		DELIVERY MODE ELECTRONIC		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patent_docketing@intprop.com
ptomhkk@gmail.com

Office Action Summary

Application No.

10/509,771

Applicant(s)

BEARDOW, PAUL ROWLAND

Examiner

TALIA CRAWLEY

Art Unit

3687

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-138 is/are pending in the application.
- 4a) Of the above claim(s) 1-82, 94-97, 115-117, 121 and 123-129 is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 82-93, 98-114, 118-120, 122 and 130-138 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 28 September 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☒ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-849)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date ____.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date ____.
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: ____.

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 03/16/2009 has been entered.

Prosecution History Summary

- Claims 1-138 are pending in the instant application.
- Claims 82-93, 98-114, 118-120, and 122 have been cancelled per Applicant's submission dated 05/26/2009.
- Claims 130-138 have been newly added per Applicant's submission dated 05/26/2009.

Claim Objections

Claim 101 is objected to because of the following informalities: It appears that “constructable sets” (line 2) was intended to be –constructable set–, which change will be assumed for purposes of further consideration of the claims, as to the merits, herein below. Appropriate correction (or clarification) is required.

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

3. **Claims 82-92 and 98-99 are rejected under 35 U.S.C. 103(a) as being unpatentable over Burke (US Patent No 6,304,855) in view of Kerret (International Publication No WO01/69364) and further in view of Kanefsky (US 6,603,984).**

As per claim 82, Burke discloses a method comprising a wireless telephony device operating in a first display mode that permits displaying images in a display area that includes a foreground display portion and a background display portion wherein the operating includes:

displaying a first image in the background display portion;
in the foreground display portion (see for example Figures 8 and 9), but does not explicitly disclose wherein in response to receiving an incoming phone call or initiating an outgoing phone call, the wireless telephony device switching from the first operating mode to a second operating mode, wherein the second operating mode does not include displaying the display area.

However, Kanefsky does disclose a similar method, which method of Kanefsky indeed includes wherein in response to receiving an incoming phone call or initiating an outgoing phone call, the wireless telephony device switching from the first operating mode to a second operating mode, wherein the second operating mode does not include displaying the display area (see for example column 5, lines 21-29, wherein as the customer navigates about a menu, the wireless device or the server can monitor the consumers actions and report the consumer's actions to the server or a memory of the server...and store the information and see for example column 3, lines 5-9, wherein an activated script can assists in acquiring and coordinating any other desired service by evoking commands directed to various activities, such as...placing a phone call to a particular service provider).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the method of Burke so as to have included wherein in response to receiving an incoming phone call or initiating an outgoing phone call, the wireless telephony device switching from the first operating mode to a second operating mode, wherein the second operating mode does not include displaying the display area, in accordance with the teaching of Kanefsky, in order to enable the user to store a selected image for review after the completion of a state change event, such as placing or receiving a phone call, since so doing could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 83, Burke discloses a method according to claim 82, wherein the first image is received as a constructable set of parts (see for example column 2, lines 56-59).

As per claim 84, Burke discloses a method according to claim 82, wherein displaying said second image comprises displaying the first image from a selectable direction (see for example column 11, lines 11-14).

As per claim 85, Burke discloses a method according to claim 82, wherein displaying

said second image comprises displaying the first image from a selectable distance (see for example column 9, lines 20--22).

As per claim 86, Burke discloses a method according to claim 82, wherein said first image is representative of an object being advertised, and said second image is representative of the same object (see for example column 5, lines 27-39).

As per claim 87, Burke discloses a method according to claim 82, but does not explicitly disclose wherein said first image is the same as the second image (see for example column 9, lines 20-22).

However, the reference Kerret et al does explicitly disclose wherein said first image is the same as the second image (see for example page 14, lines 11-14, wherein the user may be presented with a thumbnail view of a close-up image of the item, and if the user clicks on the thumbnail, the close up images may be displayed at a sufficient size to allow the user to make an informed decision regarding the item).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the method of Burke so as to have included wherein said first image is the same as the second image, in accordance with the teaching of Kerret et al, in order to enable the user to select said image for enlargement to accommodate closer inspection, since so doing could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 88, Burke discloses a method according to claim 82, wherein first image comprises a representation of a first photograph (see for example column 4, lines 36-38).

As per claim 89, Burke discloses a method, according to claim 82, wherein second image comprises a representation of a second photograph (see for example column 3, lines 65-67 and column 4, lines 1-4).

As per claim 90, Burke discloses a method, according to claim 82, but does not explicitly disclose wherein wireless telephony device is configured to move images across the background display portion until selected for display in the foreground display portion (see for example column 7, line 67 and column 8, lines 1-3).

However, the reference Kerret et al does explicitly disclose wherein the wireless telephony device is configured to move images across the background display portion until selected for display in the foreground display portion (see for example pages 13-14).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the method of Burke so as to have included wherein wireless telephony device is configured to move images across the background display portion until selected for display in the foreground display portion, in accordance

with the teaching of Kerret et al, in order to enable the user to select said image for enlargement to accommodate closer inspection, since so doing could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 91, Burke discloses a method, according to claim 82, the size of the second image is greater than the size of the first image, but does not explicitly disclose wherein the second image obscures any image which it overlaps that is in the background display portion. The prior art reference Burke does not explicitly disclose wherein the second image obscures any image it overlaps that is in the background display portion.

However, causing said second image to obscure any image which it overlaps and which is still in the background is well known to those of ordinary skill in the art, and official notice to that effect is hereby taken

It would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the method of Burke so as to have included causing said second image to obscure any image which it overlaps and which is still in the background in order to enable the user to view and enlarged version of a selected image, since doing so could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 92, Burke discloses a method, according to claim 82, wherein the operating further includes in response to the selection of the first image, displaying a third image in the background display portion and removing the first image from the background display portion (see for example Figures 8 and 9). Burke does not explicitly disclose wherein the computing device is a wireless telephony device.

However, the reference Kerret et al does explicitly disclose wherein the computing device is a wireless telephony device (see for example page 6, lines 27-32, wherein the client may be a personal computer...a handheld computing device...or any other suitable computing device that has a monitor or other display and that communicates with a network).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the method of Burke so as to have included wherein the computing device is a wireless telephony device, in accordance with the teaching of Kerret et al, in order to enable the user to view and purchase items in a mobile setting, since so doing could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 93, Burke discloses a method, according to claim 82, but does not explicitly disclose the method according to claim 32, further comprising storing state

information in response to the wireless telephony device receiving the incoming phone call or initiating the outgoing phone call, wherein the state information is representative of at least one of: the first image, the second image, the state of the foreground display portion, and the state of the background display portion.

However, Kanefsky does disclose a similar method, which method of Kanefsky indeed includes the method according to claim 32, further comprising storing state information in response to the wireless telephony device receiving the incoming phone call or initiating the outgoing phone call, wherein the state information is representative of at least one of: the first image, the second image, the state of the foreground display portion, and the state of the background display portion (see for example column 5, lines 21-28).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the method of Kerret et al so as to have included the method according to claim 32, further comprising storing state information in response to the wireless telephony device receiving the incoming phone call or initiating the outgoing phone call, wherein the state information is representative of at least one of: the first image, the second image, the state of the foreground display portion, and the state of the background display portion, in accordance with the teaching of Kanefsky, in order to enable the user to store a selected image for review after the completion of a state change event, since so doing could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 98, Burke discloses a method, according to claim 82, further comprising: detecting a classification of a good or service represented by the first image; and receiving additional images for display that are selected using the classification (see for example column 9, lines 53-63).

As per claim 99, Burke discloses a method, according to claim 82, wherein the first image is representative of a first object of a plurality of objects, but does not disclose wherein the wireless telephony device receives the first image as part of a set of images that comprises additional images representative of other objects of the plurality of objects.

However, Kerret discloses a similar method, which method of Kerret indeed includes the sending step comprising transmitting a set of images relating to the plurality of objects to the mobile receiver device upon receiving a request from the receiver device (see for example pages 6 -7 and 13-14).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the method of Burke so as to have included the sending step comprising transmitting a set of images relating to the plurality of objects to the mobile receiver device upon receiving a request from the receiver device, in accordance with the teaching of Kerret, in order to enable the user to manipulate an image on the mobile device away from a stationary computing device, since so doing

could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

4. Claims 100-122 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kerret (International Publication No WO01/69364) in view of Burke (US 6,304,855), further in view of Kanefsky (US 6,603,984).

As per claim 100, the reference Kerret et al discloses a system, comprising:

a wireless receiver device, configured to receive a first image;

A display;

A processor; and

Memory coupled to the processor (see for example page 6, lines 25-33), the memory having stored thereon instructions executable by the processor to cause the system to: Operate in a first display mode in which the first image of the object is displayed in a background portion of the display

In response to a selection of the first image, display a second image in a foreground portion of the display (see for example pages 13-14 and Figures 7a-7d).

The reference Kerret et al does not explicitly disclose, wherein in response to a state change event that causes the system to change from the first operating mode to a second operating mode in which the background portion and foreground portion are not displayed by the system, storing state information usable to re-display at least a portion

of the information in the background portion and foreground portion; and switching from the first operating mode to the second operating mode.

However, Kanefsky does disclose a similar system, which system of Kanefsky indeed includes wherein in response to a state change event that causes the system to change from the first operating mode to a second operating mode in which the background portion and foreground portion are not displayed by the system, storing state information usable to re-display at least a portion of the information in the background portion and foreground portion; and switching from the first operating mode to the second operating mode (see for example column 5, lines 21-29, wherein as the customer navigates about a menu, the wireless device or the server can monitor the consumers actions and report the consumer's actions to the server or a memory of the server...and store the information).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the system of Kerret et al so as to have included wherein in response to a state change event that causes the system to change from the first operating mode to a second operating mode in which the background portion and foreground portion are not displayed by the system, storing state information usable to re-display at least a portion of the information in the background portion and foreground portion; and switching from the first operating mode to the second operating mode, in accordance with the teaching of Kanefsky, in order to enable the user to store a selected image for review after the completion of a state change event, since so doing

could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 101, Burke discloses a system according to claim 100, wherein the system is configured to receive the first image as a constructable sets of parts (see for example column 6, lines 28-45).

As per claim 102, Burke discloses a system according to claim 100, wherein displaying said second image comprises displaying the first image from a selectable direction (see for example column 11, lines 11-14).

As per claim 103, Burke discloses a system according to claim 100, wherein displaying said second image comprises displaying the first image from a selectable distance (see for example column 9, lines 26-35).

As per claim 104, Kerret discloses a system according to claim 100, wherein the wireless receiver, processor, and memory are within a wireless telephony device (see for example page 6, lines 27-33). The reference does not explicitly disclose wherein the aforementioned parts are within the wireless telephony device, but the elements

mentioned above are inherently encompassed within a wireless telephony device, as understood by one of ordinary skill.

As per claim 105, Kerret discloses a system according to claim 104, but does not explicitly disclose wherein the state changes event comprises at least one of the system receiving an incoming phone call, and the system initiating an outgoing phone call.

However, Kanefsky does disclose a similar system, which system of Kanefsky indeed includes wherein the state changes event comprises at least one of the system receiving an incoming phone call, and the system initiating an outgoing phone call (see for example column 3, lines 5-10, wherein an activated script can assist in acquiring and coordinating any other desired service by evoking commands directed to various activities, such as...placing a phone call to a particular service provider).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the system of Kerret et al so as to have included wherein the state changes event comprises at least one of the system receiving an incoming phone call, and the system initiating an outgoing phone call, in accordance with the teaching of Kanefsky, in order to enable the user complete various activities in addition to viewing and purchasing items, since so doing could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 106, Burke discloses a system according to claim 100, wherein said first image is a representation of a first photograph (see for example column 3, lines 57-67).

As per claim 107, Burke discloses a system according to claim 100, wherein said a second image is a representation of a second photograph (see for example column 3, lines 65-67 and column 4, lines 1-4).

As per claim 108, Burke discloses a system, according to claim 100, wherein said system is configured to move images across the background portion until selected for foreground display in the foreground portion (see for example column 3, lines 63-65).

As per claim 109, Burke discloses a system, according to claim 100, wherein the size of the second image is greater than the size of the first image, wherein the second image obscures any image which it overlaps that is still in the background portion(see for example column 9, lines 19-35).

As per claim 110, Burke discloses a system, according to claim 100, wherein the operating further includes the system, responsive to a selection of the first image, displaying a third image in the background portion and removing the first image from the background portion (see for example Figures 8 and 9).

As per claim 111, Kanefsky discloses a system, according to claim 100, wherein the instructions are executable by the processor to further cause the system to switch, after the state change event, from the second operating mode to the first operating mode such that the background portion of the display and the foreground portion of the display are representative of the saved state information (see for example column 10, lines 34-67 and column 11, lines 1-39).

As per claim 112, Burke discloses a system according to claim 100, wherein said first image is representative of an object, and said second image is representative of the same object (see for example column 9, lines 19-35).

As per claim 113, Burke discloses a system, according to claim 105, wherein said first image is the same as the second image (see for example column 9, lines 19-35).

As per claim 114, Kerret et al discloses a system, according to claims 100, wherein the first image is an advertisement of a good or service (see for example page 17, 5-13).

As per claim 118, Burke discloses a system, according to claim 100, wherein the instructions are executable by the processor to further cause the system to:

a classification of a good or service represented by the first image; and receive images for display that are selected using the classification (see for example column 8, lines 11-21).

As per claim 119, Kerret discloses a system, according to claim 100, wherein the first image is representative of a first object of a plurality of objects, wherein the system receives the first image as part of a set of images that comprises additional images representative of other objects of the plurality of objects (see for example pages 14, lines 7-15).

As per claim 120, Burke discloses a system, according to claim 104, but does not explicitly disclose wherein said wireless telephony device comprises a mobile telephone handset or a personal digital assistant.

However, Kerret discloses a similar system, which system of Kerret indeed includes wherein said wireless telephony device comprises a mobile telephone handset or a Personal Digital Assistant (see for example page 6, lines 27-32).

Therefore, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to have modified the method of Burke so as to have included wherein said receiver device comprises a mobile telephone handset or a Personal Digital Assistant, in accordance with the teaching of Kerret, in order to enable the user

to view and purchase images remote from a stationary computing device, since so doing could be performed readily and easily by any person of ordinary skill in the art, with neither undue experimentation, nor risk of unexpected results.

As per claim 122, Burke discloses a system, according to claim 100, wherein said first image is received using the World Wide Web (see for example page 1, lines 23-25).

5. Claims 130-138 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kanefsky (US 6,603,984) in view of Burke (US 6,304,855).

As per **claim 130**, Kanefsky discloses a system, comprising a wireless transmission interface configured to communicate with a receiving device;
a server coupled to the transmission device, the server including:
one or more processors; and
memory coupled to the one or more processors, the memory having stored thereon instructions executable by the one or more processors to cause the system to:
send a first image to the receiving device;
receive a selection from the receiving device;
send a second image to the receiving device, wherein the second image is determined using the selection;

in response to a state change event at the receiving device, storing at least one of the first image and the second image sent to receiving device (see for example column 1, lines 45-62).

As per **claim 131**, Kanefsky discloses a system according to claim 130, wherein the instructions are executable by the one or more processors to further cause the system to store the selection (see for example column 5, lines 20-28).

As per **claim 132**, Kanefsky discloses a system according to 130, wherein the receiving device is a mobile telephone, and the state change event is the mobile telephone receiving an incoming phone call, or the mobile telephone initiating an outgoing phone call (see for example column 3, lines 5-9).

As per **claim 133**, Kanefsky discloses a system, comprising:

first means for receiving a first image;

second means for providing a display of one or more images;

third means for:

operating in a first display mode in which the first image is displayed in a background portion of the display;

in response to a selection of the first image, displaying a second image in a foreground portion of the display; and

in response to the system receiving incoming communication or initiating outgoing communication:

storing a current state of the display; and

switching from the first operating mode to a second operating mode in which the background portion and the foreground portion are not displayed by the system (see for example column 1, lines 45-62, column 4, lines 61-65, columns 5 and 6, and column 11, lines 24-32).

As per **claim 134**, Kanefsky discloses a computer-readable medium having stored thereon computer-executable instructions that if executed by a device, cause the device to perform a method comprising:

receiving a first image that is representative of a first object;

operating in a first display mode in which the first image is displayed in a background portion of a display;

in response to a selection of the first image, displaying a second image in a foreground portion of the display, wherein the second image is representative of the first object; and

in response to the device receiving an incoming communication or initiating an outgoing communication:

storing a current state of the display; and

switching from the first operating mode to a second operating mode in which the background portion and the foreground portion are not displayed (see for example column 1, lines 45-62, column 4, lines 61-65, columns 5 and 6, and column 11, lines 24-32).

As per **claim 135**, Burke discloses a computer-readable medium according to claim 134, wherein the method further comprises:

in response to the selection of the first image, displaying a third image in the background portion of the display, wherein the third image is representative a second object that is different than the first object; and
removing the display of the first image from the background portion of the display (see for example Figures 8 and 9).

As per **claim 136**, Burke discloses a computer-readable medium according to claim 134, wherein the first image is an advertisement of a good or service (see for example column 5, lines 27-39).

As per **claim 137**, Kanefsky discloses a method, comprising:

a wireless telephony device displaying advertising images on a display of the wireless

telephony device, including displaying a first advertising image in a portion of the display;

in response to information indicative of a selection of the first advertising image, displaying a second advertising image in a larger portion of the display; and

in response to an event that causes the wireless telephony device to discontinue displaying of

advertising images, saving information usable to re-display a current state of the display (see for example column 9, lines 47-67, column 10, lines 1-67 and column 11, lines 1-37).

As per **claim 138**, Burke discloses a method according to claim 99, wherein the second image is representative of the first object, and wherein the additional images comprise: a third image that is representative of a second object that is different than the first object; and a fourth image that is representative of the second object (see for example Figures 7, 8, and 9).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to TALIA CRAWLEY whose telephone number is

(571)270-5397. The examiner can normally be reached on Monday to Thursday eight to five.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew Gart can be reached on 571-272-3955. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/T. C./
Examiner, Art Unit 3687
07/13/2009

/Matthew S Gart/
Supervisory Patent Examiner, Art
Unit 3687